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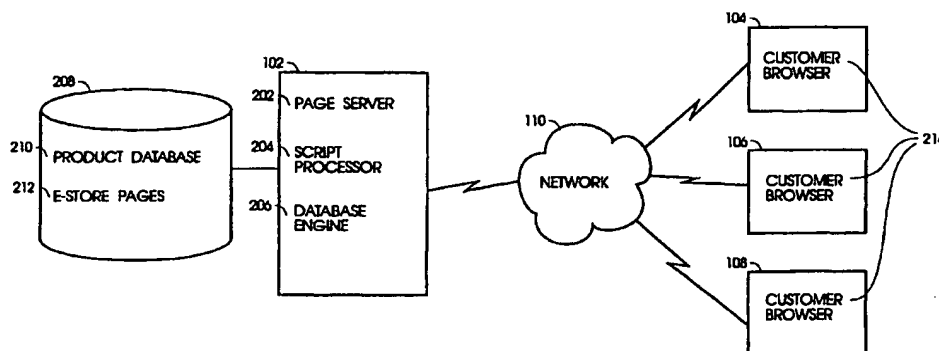
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(54) Title: **SYSTEM AND METHOD FOR BROWSING AND COMPARING PRODUCTS**



(57) Abstract: A system and method permit a user to browse and compare products of a merchant using information about a competitor. In one embodiment of the system and method, a page server serves a competitor electronic page to a customer browser which permits the user to select a competitor. The competitor electronic page includes a hyperlink having a manufacturer ID parameter, which hyperlink, when selected, issues a request to the page server for competitor product information. The request includes the manufacturer ID. Responsive to that request, the page server uses the manufacturer ID to form a query to present to a product database having competitive product information, manufacturer information, product information and associations between that information. A database engine processes the query and returns records satisfying the query. The records are used to construct a competitor product electronic page permitting a user to select a competitor product. The page server serves the competitor product electronic page to the customer browser.



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For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

AMENDED CLAIMS

[received by the International Bureau on 12 January 2001 (12.01.01);
new claims 15-16 added; remaining claims unchanged (1 page)]

15. A product browsing system comprising:

a server computer having a network connection;

5 a product database including first data representing a product, including second data representing a competing product, and including third data representing an association between said product and said competing product, said product database residing on a computer readable medium of the server computer; and

10 a dynamic page file for generating an electronic store page, said dynamic page file including instructions to use said second data as a query parameter to obtain said first data from said product database, said first data included in said electronic store page, said electronic store page transmitted via said network connection.

16. A method for retrieving information about a product using information about another product, said method comprising:

15 a step for storing information on a first set of products;

a step for storing information on a second set of products;

a step for storing an association between the first set of products and the second set of products
said association representing product similarity;

a step for establishing communication between a client computer and a server computer;

20 a step for transmitting a product identifier representing a sub set of said first set of products to the server computer; and

a step for receiving a competing product identifier representing a sub set of said second set of products.